

Out In the Open

SINCE the first business for the exclusive manufacture of auto tops was established a few years ago many "top makers" have entered the field, but to the discriminating motor car owner in this section of the South there is still but one

"OLDEST EXCLUSIVE BUILDER OF TOPS"

J. G. Stone-Croce
Auto Top Co.

Successors to Memphis Auto Top Co.

409-411 MONROE

PHONE MAIN 1896

GIANT PNEUMATICS PROVE ECONOMICAL

Keeping an ear to the ground may not be among the classical sports, but if the ear belongs to a gas saving "fan" and it is grounded for news of that game there is sport in the pose which often has real compensations, as any motor truck expert will affirm. It is something which the wise in the

automobile truck trade are recommending today to all gas saving enthusiasts who are interested particularly in heavy duty fast delivery trucks. To these the compensation takes the form of news regarding results of recent gasoline consumption tests with trucks using giant pneumatic and solid tires. "A proved saving of twelve and one-half per cent in gas and oil for trucks with pneumatic equipment has been announced by our factory engineers," said an official of the local Firestone branch manager. "Two trucks, one with giant pneumatic tires, operated over a distance of 3,500 miles, under the same conditions, in making the test. The trucks were of the same make and capacity, with equal loads. Gasoline and oil expense is, of

course, a variable item. It is difficult to estimate because of local conditions, grades and curves in the road over which a truck is operated. For instance, a truck equipped with pneumatic tires will show a 75 per cent saving over solids in gas and oil consumption when on level roads and coasting on down grades. "On the other hand, trucks changed over from solid to pneumatic tires will have from 10 to 15 per cent less power on hills—due to larger wheel diameter, unless gear ratio is changed, and hence will consume more gasoline on up grades, but the greater diameter of wheels makes it possible to run at greater speed without increasing the engine speed. Gear ratio may be changed at nominal cost, but the change is not necessary in order to do satisfactory work. "All these varying conditions were met in the 3,500 mile test I have referred to. It strikes an average for gas and oil saving, giving persons interested in operation figures per ton mile some food for thought. "They should figure this saving in conjunction with other remarkable savings possible through pneumatic equipment. Due to greater protection to the truck, cost of repairs will drop seventy per cent, and the life of the truck will be doubled. Operating radius is increased. One truck has been known to do the work of two formerly operated on solid tires."

BATTERY PERFORMANCE IS ASSURED IF YOU HAVE

Columbia Batteries give satisfactory service—a service to motorists that means all the word implies.

However, regardless of the make of your battery you'll get real service from us—personal attention—for we strive to emulate COLUMBIA performance:

COLUMBIA



Memphis Battery Service Station

DISTRIBUTORS
835 Union Ave.

BUNTIN MAN WOULD ASSESS MEMPHIS

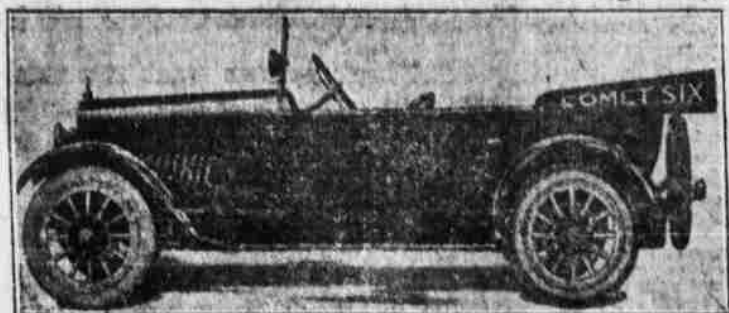
John T. Corbett, who made the race for county tax assessor against the late W. B. Weissger, will be a candidate for city tax assessor. That will make three independent candidates in that race.

Mr. Corbett has had long experience in the work as a deputy in the state and county assessor's office, where he is employed now. He is living on Jackson avenue, in his old home now, although he lived last year on Speed avenue, in the Buntyn neighborhood, just outside the city limits. There is plenty of time for other candidates to get into the race for city offices, either as independents or candidates of some organization. Over in Knoxville they are having an old-fashioned free-for-all campaign for the city election, which occurs September 16. There are two candidates for mayor, John E. McMullin, the present mayor and E. W. Neal, and 21 candidates for city commissioners.

ON RECRUITING DUTY.

George B. Reasons, of New Orleans, reported for duty at the local recruiting station of the United States marine corps. Reasons was formerly in the recruiting service of the marine corps and was assigned to Memphis several years ago. He recently re-enlisted.

Comets? We'll Say So! You Don't Have to Wait—They're Here



The COMET SIX is refined in appearance, luxurious in riding quality, British in power, sensitive in responsiveness, economical in operation, and COMET SERVICE follows each car. \$9,150 f. o. b. Decatur, Ill.

You Don't Have To Wait
We Have Them On Hand

Delta Motor Car Co.
307-309 Madison
Memphis, Tenn.

Takes Charge Of Firestone Branch

G. K. MEEKS.

Considered by officials of the Firestone company to be one of the best branch managers in the corporation's employ, G. K. Meeks, who made a record with the company while in charge of the branches at Kansas City and Wichita, has been placed in charge of the South's largest office—the local branch. Mr. Meeks succeeds E. C. Thomas, who was promoted to the Minneapolis branch.

"Memphis is smack in the center of the company's most promising territory," said the new branch manager for Firestone. "The South is growing tremendously and the company has every faith in its continued development. This is particularly true of the rapid expansion in the automobile, truck and tire industries."

Mr. Meeks has long been an advocate of the ship-by-truck movement and was a pioneer in the project in Wichita. He also is "strong" for better and more highways.

The Firestone branch at present has 14 salesmen and a large office force.

STEPHENS FIRST TO ANNOUNCE AMERICAN BODY

Stephens makers are the first motor car builders to produce a complete line of automobiles entirely American, without a trace, five or a seven-passenger open model.

The new Stephens Salient Six, American type, post-war open models, are confined to the two, four and six-passenger in "open" models exclusively. And now for the first time, since 1915 first automobiles were designed by European makers about 20 years ago there comes a change in standard capacity for open models. The new Standard "American" seating three models are led off by the Stephens Motor car of the Molloy Fire company in their new series "80" Stephens Salient Sixes. And the absence of the third, four and six-passenger models enhances the individuality of the line.

In confining the Stephens open body models to the two, four and six-passenger cars, C. E. Clough, sales manager of the Stephens Motor works, says: "The two, four and six-passenger models are the most popular requirements of any automobile owner with a perfect satisfaction allowing each person a full comfortable seat. "The four-passenger model is used extensively by business men and professional men, particularly salesmen and physicians who invariably ride alone, yet the extra seat is always there when two or three are carried, and each has a comfortable seat.

"The four-passenger, the most popular of the new bodies, is ideal for three or four persons and affords a trimness in design exceeding that of the bulging five-passenger models.

"The six-passenger model is the suitable car for four, five or six with the slim, narrow beauty of the four-passenger car.

"It is considerably more comfortable and desirable and a better arrangement to sit in a four- or six-passenger body than three, four or five in a five-passenger body and squeeze in the fifth person. And much better for five and six persons in a six- than in a seven-passenger body.

"Stephens makers are the first to draw away from the long-time lumbering custom of building three, five and seven-passenger models, originated at the very birth of the automobile manufacturing by European designers.

"And of necessity at that time, as those early converted mechanical carriages required the expert services of a mechanic or driver, hence the extra seat. Even today the advantages and good sense of the two, four or six-passenger models were known, but the necessity at that time for the extra seat caused the popularization of the three, five and seven passenger models.

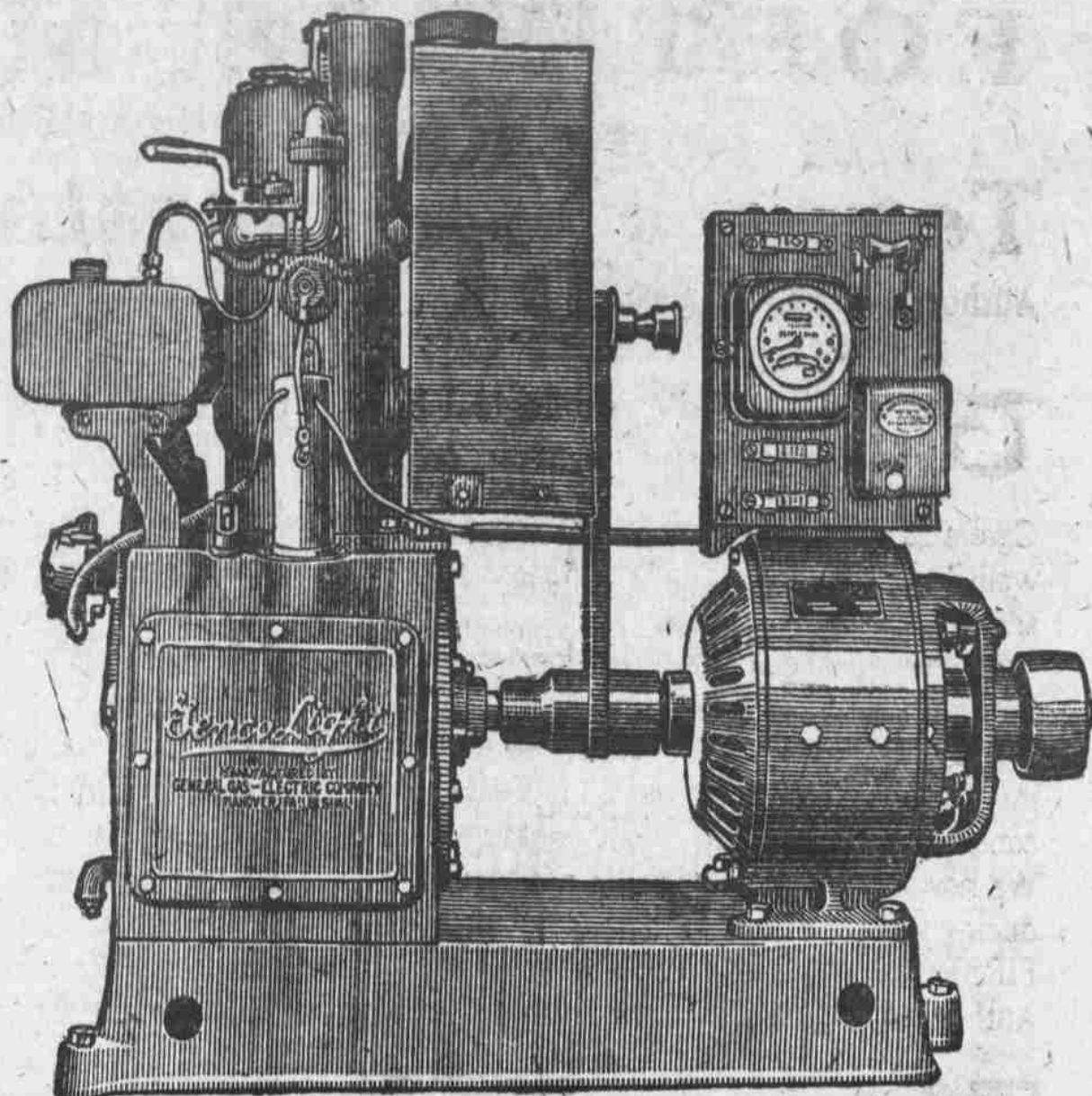
"Then came complete automobile refinement, simplicity of construction and control, and nearly every car owner became his own driver.

"And still the old custom clung on until natural desire demanded a four-passenger car. It became the so-called club car, sportster, speedster and trimmer. It proved a much more efficient and satisfactory general purpose touring car than the five-passenger model. American motorists seemed to have had enough of the extra four, fifth and seventh seat in their motor cars.

Crowds gathered at the office Saturday to pay off and avoid penalties. Checks for taxes mailed and received in the office Saturday will be accepted and no penalty imposed upon the taxpayer.

MEN OF FIRST BACK.
NEW YORK, Aug. 30.—Navy 1,000 officers and men of the First division, the first members of that outfit to return home after more than two years' service overseas, arrived today from France. Maj.-Gen. Edward F. McChesney, Jr., commander of the division, his staff and detachments of the 11th Infantry and First engineers were in the transport Orizaba, while six officers and 20 enlisted men, comprising the advance section which is to make arrangements for the division's reception, returned on the transport Pastore.

THE GENCO LIGHT PLANT



THE BEST SMALL LIGHTING PLANT ON EARTH. ITS ENGINEERING PRINCIPLES ARE SOUND. IT IS BUILT FOR SERVICE. SEE IT AT THE TRI-STATE FAIR. WE ALWAYS CARRY LARGE NUMBERS OF THEM IN STOCK. OUR DEALERS ARE SPREADING OUT OVER THIS TERRITORY LIKE A BLANKET. WE NEED A FEW MORE, HOWEVER, TO FILL IN. MAYBE YOUR TERRITORY IS OPEN. WRITE US TODAY.

McBEE ENGINE & IMPLEMENT CO.

10 NORTH FRONT ST.

MEMPHIS, TENN.

TIME TO SPRUCE UP YOUR CAR; DO IT NOW

How about your motor car? Of course you let her lose class somewhat during the war. It was unpractical to use labor or paint on your car at a time when American industry was working at top speed to produce the material necessary for the winning of the war. But the war is over. Labor is no longer scarce. In fact, there are 10,000 soldiers being demobilized every day from service, and these men will have rather a difficult time of it until the industries of the country can reabsorb them into civilian jobs. Now is the time to spruce up that motor car, to put that necessary coat on and to overhaul it generally. You will be doing a patriotic service to the country in getting a soldier or two to do this work for you. Colonel Arthur Woods, assistant to the secretary of war, recommends the employment of ex-service men for such reconstruction work. There is no more need for emergency economy. Minor repairs add to the life of things. Paint adds life to the body of the car. Spruce up your engine. Renew those worn parts. Your car will go quicker, will run smoother, and wear on it will be lighter. Materials are expensive now—paints, machine parts, cost more than they used to a few years ago. But they will save more than their value in their service to the car. Don't wait for materials to come down. They won't. Rather is the contrary to be expected. And if you wait a little too long, you will have to put on an extra coat of paint, and more parts will wear out. "Spruce up" your car now.

Read News Scimitar Wants.

WHY NOT A Good Used Car

Waiting is so uncertain, so unsatisfactory. The demand for cars is tremendous and the supply is far below normal. The used cars we offer herewith have all been thoroughly overhauled in our shop—good paint and good tires. They will give splendid service. YOU CAN GET A CAR NOW. Call for demonstration.

- 1 Buick, 5-passenger.
- 1 Dodge, 5-passenger.
- 1 National, 12-cylinder, 4-passenger.
- 1 National, 6-cylinder, 4-passenger club roadster.
- 1 National, 6-cylinder, 7-passenger.
- 1 Mitchell, 5-passenger.
- 1 Allen, 5-passenger.
- 1 Anderson, 5-passenger.
- 1 Jeffery, 5-passenger.
- 1 Studebaker, 5-passenger.
- 1 Studebaker, 7-passenger.
- 1 Cadillac, 4-cylinder, 5-passenger.
- 1 Packard, 6-cylinder, 5-passenger.
- 1 Chandler, 5-passenger.
- 1 Paige, 5-passenger.
- 1 Maxwell delivery truck.
- 1 Light Vim delivery truck.

McCardell Motors Co.

Phone Main 2677.

267 Madison Ave.

New Address Sept. 2, 735-7 Union Ave.

MOTORISTS KNOW

It is common knowledge among motorists the vast majority of them—that for permanent performance PERMALIFE BATTERIES are always on the job. And they are guaranteed for 20 months.

Superior Motor Co.

DISTRIBUTORS

352 Monroe

Memphis

A MONTH FROM TODAY

If you wait until one month from today to purchase a car you will be throwing away from \$100 to \$150. Prices are to be advanced generally. We all expect it. Now, then, here is your opportunity: The cars listed herewith, you will find, are exceptional values—everybody is familiar with Dodge performance and my policy of big volume with small profits. But you must act quick.

WHY WAIT!

DODGE—1916, touring, newly painted, excellent condition, oversize tires, seat covers; \$200 cash.

\$675

DODGE—1917, touring, used only in the city, and in tip-top running condition; \$300 cash.

\$725

GEO. W. PRYOR, JR.

252 MONROE AVE.

PHONE MAIN 1385.

Buick

1920 MODEL K-45

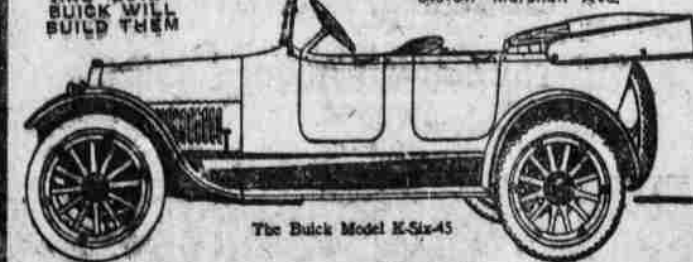
Buick Five-Passenger Touring Car

THE BUICK Model K-45 is a very capable open car for five persons, designed to cover the multitude of uses to which such a car is put. It differs from the big seven-passenger model only in tonneau and chassis length, possessing the same degree of ruggedness, easy-flowing power and mechanical excellence. This tonneau is even more liberally proportioned. The seat is full three-passenger capacity, set at a comfortable angle. The sides are upholstered clear to the doors with the same French pleated leather used on the cushions and seat backs. Each of the four doors is equipped with a side pocket for storing small articles. The instrument board is illuminated by a dash lamp, top and side curtains are made of high-grade fabric, the curtains swinging open with the doors. Behind the front seat is a very convenient pocket for storing the side curtains when not in use.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

H. A. White Auto Co.

643-647 Marshall Ave.



The Buick Model K-45

SELL ME YOUR FORD OR DODGE FOR HIGHEST CASH PRICE.
KENNEDY DAILEY
WILSON GARAGE, 251 Madison

WE WANT 100—Fords, Dodges—100
WE PAY Highest Prices
WRIGHT & ESTES
355 MADISON.

City Coal Co.
L. S. LAW.

KANT BREAK
World's Greatest Spark Plug.
Make starting easy, increase mileage, save gas and are indestructible.
KANT BREAK SPARK PLUG CO.
Sole Agents
335 MADISON.